

**INSTRUCTIONS AND CONSUMER PROFILES**  
**DELAWARE ONLINE HOMEOWNERS INSURANCE RATE COMPARISON**  
**ISSUED MARCH 1, 2007**

The purpose of Delaware Insurance Commissioner Matthew Denn's online rate estimate project is to provide Delaware consumers with a fair and consistent price comparison of homeowners, renters and condominium insurance policies, as well as to facilitate an initial contact between consumers and insurance companies.

**Company Completion Requirements:** This is the first in an annual survey of homeowner, renter and condominium insurance rates, with sample rates calculated by profile and zip code. Companies with .01 percent market share or more of the homeowner-multiple peril line in Delaware for the previous calendar year (based on NAIC data) are required to complete this survey. Companies with less than .01 percent of homeowner multiple-peril market share do not have to complete the survey, but may if they wish. (Go to [www.delawareinsurance.gov/survey](http://www.delawareinsurance.gov/survey) for a list of companies required to complete the survey.)

Exemptions for this survey are available for companies that are not writing new homeowner business in Delaware. To request an exemption, please email [gregory.patterson@state.de.us](mailto:gregory.patterson@state.de.us).

Companies completing the survey must login to the Department of Insurance website using a unique login name and password provided to them by the Department. Companies will be asked to provide basic company information, including phone and website address. Companies will then use this account to download the rate estimate spreadsheet and to submit the spreadsheet online when it has been completed. If a company took part in the Department's online auto rate survey, the account (username and password) will be the same for this survey as it was for the auto survey.

**Deadline:** Company information must be provided using the online company account and a completed rate estimate spreadsheet must be submitted online by April 15, 2007.

**Consumer Email Requests:** Companies must provide a single email address to the Department which will be used to send email requests for actual quotes from consumers, after they have received rate estimates via the online tool. Consumers will be able to select as many or as few companies they wish to contact and will provide only limited contact information – name, address, phone number, email address, etc. – and will not include rating information.

Companies are required to acknowledge receipt of a consumer email request, but may handle the request in any way they choose. The return email message from the company to the consumer could be an automatic email response directing the consumer to the company's website, or could be an individualized email directing them to a local agent. Alternately, the consumer contact information could be provided by the company to a local agent or to a sales representative to call or email the consumer directly. How each company handles the email consumer requests is entirely up to it.

**Instructions For Online Account:** To complete the survey, companies must:

1. Go to <http://compare.delawareinsurance.gov/company> and login to your company account. The login for each company is the company's NAIC number and the initial password is the NAIC number as well. If a company participated in the Department's online auto rate survey in fall 2006, it will use the same username and password for this homeowner survey.
2. **If a company is logging in for the first time, please follow the link on the left side of the page to change your company's password immediately.**
3. All companies should click on "Manage User Accounts" to make sure the system contains a valid contact email address for your company's main account (this is not an email that will be displayed or used by consumers). Companies that have not used this system previously will see a placeholder phrase in the field for email – please replace with a valid email address. For all companies, please note that each company, each login and each user must utilize a different email address (e.g. Test Insurance Company and Test Casualty Insurance Company could not both use jsmith@test.com as an email). Even if your company has submitted rates using this system before, please make sure that there is a valid email listed for your main company account.
4. From your company's account home page, click the link to begin a new submission. Under "Insurance Type" select Home and provide a name for your submission, such as "2007 Homeowner Rates." Your company will have the ability to create multiple survey submission files, with each new one that is uploaded and replacing any previous one. For example, if you need to change this year's survey after you have already submitted it, you could create "2007 Homeowner Rates – Amended." Or, next year, you will create a new submission for the 2008 survey.
5. Fill in the fields in the "Customer Contact" section. This information will be publicly viewable by consumers on the website. You may (1) supply your company web address, a second web address (optional) where consumers can view your company's available homeowner discounts, a customer contact phone number; or you may (2) check "Contact Local Agent," and, if you wish, supply a web address for a local agent locator or other appropriate web address.
6. Under "Customer Contact," please supply an email address to receive messages generated by consumers who ask for more information after viewing rates on our website. This is the email address required in Regulation 704.
7. Fill in the fields in the "Data Contact" section. This information will not be publicly available on the website and will only be used by department personnel to contact the company about survey submissions.
8. Click Save to save the company information. You will be able to edit this information at any time.
9. Once you save the contact information, you will see a page with Submission Details. Initially, this page will show an error until survey rates are submitted.
10. Under "Discounts," please use the link for Edit Discounts to check those discounts offered by your company. This list will be viewable by consumers on the website.

11. Under the section titled “Rates” is a link that will allow you to download the Microsoft Excel spreadsheet, which is strongly suggested as the means for submitting survey information. You may need to save the file when prompted by your computer rather than opening it. Please note: The column and row headers on the spreadsheet must not be altered or deleted while the spreadsheet is being completed. (Alternately, companies may select each individual zip code under the “Rates” section of this page and manually enter the rate estimate for each of the 56 profiles. This is not the recommended option for submitting the information.)
12. Once the rate survey spreadsheet is completed, log back in to your company account, select your submission name and follow the links and instructions to upload the spreadsheet. After it is uploaded, you will be asked to check a box to confirm that the information in your submission is accurate and click on a button to activate your submission.
13. If you wish, you may use the links at the left side of your company account home page to create and manage individual user accounts for your company staff, so that multiple staff members working on the survey may have access to the survey website. Or you may simply use the original company login and updated password for all your company’s access.
14. Whenever you login to your company’s account, you will see your submission listed under “Incomplete Submissions” until the survey spreadsheet is completed and uploaded. Once it is uploaded, it will show under the “Active Submissions” section and may be managed there.

**Provisions For Rating:** The following assumptions and restrictions should be used in providing rate estimates.

- Annual Premiums – Please list premiums on an annual basis.
- Safety Items – Assume that the residence being quoted has two smoke detectors and single-cylinder deadbolts on the doors.
- Heating – Assume the residence being quoted has gas heat and no woodstove or wood-burning fireplace.
- Non-Smoking – Assuming the occupants of the residence being quoted do not smoke.
- Previous Losses – Assume no previous losses.
- Fire Coverage – Assume that the residence being quoted is within 1,000 feet of a fire hydrant, within 5 miles of a fire station and has a Protection Class 6.
- Zip Code – If there is a zip code area where a company applies more than one rate, provide the rate estimate based on the rate that applies in the majority of the zip code area.
- Credits and Discounts – Give any credits or surcharges that you would normally apply to the risk based on the information furnished. Do not apply any additional credits, change deductibles or change coverage limits. Do not apply any discounts to the calculation of the rate estimate, though there will be a place on the website to indicate what types of discounts are offered.

**Zip Codes Used:** Rates must be completed for 58 zip codes in Delaware. The zip codes, which are listed on the spreadsheet, are:

- |                    |                        |                        |
|--------------------|------------------------|------------------------|
| ▪ 19701 Bear       | ▪ 19809 Wilmington     | ▪ 19952 Harrington     |
| ▪ 19702 Newark     | ▪ 19810 Wilmington     | ▪ 19953 Hartly         |
| ▪ 19703 Claymont   | ▪ 19901 Dover          | ▪ 19954 Houston        |
| ▪ 19707 Hockessin  | ▪ 19902 Dover AFB      | ▪ 19956 Laurel         |
| ▪ 19709 Middletown | ▪ 19904 Dover          | ▪ 19958 Lewes          |
| ▪ 19711 Newark     | ▪ 19930 Bethany Beach  | ▪ 19960 Lincoln        |
| ▪ 19713 Newark     | ▪ 19931 Bethel         | ▪ 19962 Magnolia       |
| ▪ 19716 Newark     | ▪ 19933 Bridgeville    | ▪ 19963 Milford        |
| ▪ 19717 Newark     | ▪ 19934 Camden-Wyoming | ▪ 19964 Marydel        |
| ▪ 19720 New Castle | ▪ 19938 Clayton        | ▪ 19966 Millsboro      |
| ▪ 19734 Townsend   | ▪ 19939 Dagsboro       | ▪ 19967 Millville      |
| ▪ 19736 Yorklyn    | ▪ 19940 Delmar         | ▪ 19968 Milton         |
| ▪ 19801 Wilmington | ▪ 19941 Ellendale      | ▪ 19970 Nassau         |
| ▪ 19802 Wilmington | ▪ 19943 Felton         | ▪ 19971 Rehoboth Beach |
| ▪ 19803 Wilmington | ▪ 19944 Fenwick Island | ▪ 19973 Seaford        |
| ▪ 19804 Wilmington | ▪ 19945 Frankford      | ▪ 19975 Selbyville     |
| ▪ 19805 Wilmington | ▪ 19946 Frederica      | ▪ 19977 Smyrna         |
| ▪ 19806 Wilmington | ▪ 19947 Georgetown     | ▪ 19979 Viola          |
| ▪ 19807 Wilmington | ▪ 19950 Greenwood      |                        |
| ▪ 19808 Wilmington | ▪ 19951 Harbeson       |                        |

**Hypothetical Consumer Profiles:** Following are the consumer profiles for rating. The Microsoft Excel spreadsheet downloaded using your online account will detail each of the combinations. The profiles begin on the next page.

If a company would not write a policy for a particular profile scenario, place DNR (for Does Not Rate) in the appropriate cell in the Microsoft Excel spreadsheet.

Please email any questions, comments or requests for clarification regarding the homeowner rate survey to Gregory Patterson, Advisor to Commissioner Denn, at [gregory.patterson@state.de.us](mailto:gregory.patterson@state.de.us).

**EXAMPLES #1 – 16: HOMEOWNER POLICIES (HO-3)**

Replacement coverage (Coverage A), deductible and age of home at levels specified in examples. Contents coverage of 50 percent of dwelling replacement coverage. Personal liability coverage of \$100,000. Medical payments coverage of \$1,000. House is two-story, single-family dwelling in good condition with composite shingle roof.

**Example #1 – Frame Construction**

Replacement Coverage: \$150,000

Deductible: \$500

Age:

- a. New
- b. 10 years old
- c. 25 years old

**Example #2 – Frame Construction**

Replacement Coverage: \$150,000

Deductible: \$1,000

Age:

- a. New
- b. 10 years old
- c. 25 years old

**Example #3 – Frame Construction**

Replacement Coverage: \$250,000

Deductible: \$500

Age:

- a. New
- b. 10 years old
- c. 25 years old

**Example #4 – Frame Construction**

Replacement Coverage: \$250,000

Deductible: \$1,000

Age:

- a. New
- b. 10 years old
- c. 25 years old

**Example #5 – Frame Construction**

Replacement Coverage: \$350,000

Deductible: \$500

Age:

- a. New
- b. 10 years old
- c. 25 years old

**Example #6 – Frame Construction**

Replacement Coverage: \$350,000

Deductible: \$1,000

Age:

- a. New
- b. 10 years old
- c. 25 years old

**Example #7 – Frame Construction**

Replacement Coverage: \$500,000

Deductible: \$500

Age:

- a. New
- b. 10 years old
- c. 25 years old

**Example #8 – Frame Construction**

Replacement Coverage: \$500,000

Deductible: \$1,000

Age:

- a. New
- b. 10 years old
- c. 25 years old

**Example #9 – Brick/Masonry Construction**

Replacement Coverage: \$150,000

Deductible: \$500

Age:

- a. New
- b. 10 years old
- c. 25 years old

**Example #10 – Brick/Masonry Construction**

Replacement Coverage: \$150,000

Deductible: \$1,000

Age:

- a. New
- b. 10 years old
- c. 25 years old

**Example #11 – Brick/Masonry Construction**

Replacement Coverage: \$250,000

Deductible: \$500

Age:

- a. New
- b. 10 years old
- c. 25 years old

**Example #12 – Brick/Masonry Construction**

Replacement Coverage: \$250,000

Deductible: \$1,000

Age:

- a. New
- b. 10 years old
- c. 25 years old

**Example #13 – Brick/Masonry Construction**

Replacement Coverage: \$350,000

Deductible: \$500

Age:

- a. New
- b. 10 years old
- c. 25 years old

**Example #14 – Brick/Masonry Construction**

Replacement Coverage: \$350,000

Deductible: \$1,000

Age:

- a. New
- b. 10 years old
- c. 25 years old

**Example #15 – Brick/Masonry Construction**

Replacement Coverage: \$500,000

Deductible: \$500

Age:

- a. New
- b. 10 years old
- c. 25 years old

**Example #16 – Brick/Masonry Construction**

Replacement Coverage: \$500,000

Deductible: \$1,000

Age:

- a. New
- b. 10 years old
- c. 25 years old

**EXAMPLES #17 – 20: RENTERS POLICIES (HO-4)**

Contents coverage and deductible at levels specified in examples. Personal liability coverage of \$100,000. Medical payments coverage of \$1,000.

**Example #17 – Rental Apartment In A Multi-Unit Building, Frame Construction**

Contents Coverage: \$20,000

Deductible: \$500

**Example #18 – Rental Apartment In A Multi-Unit Building, Frame Construction**

Contents Coverage: \$20,000

Deductible: \$1,000

**Example #19 – Rental Apartment In A Multi-Unit Building, Frame Construction**

Contents Coverage: \$40,000

Deductible: \$500

**Example #20 – Rental Apartment In A Multi-Unit Building, Frame Construction**

Contents Coverage: \$40,000

Deductible: \$1,000

**EXAMPLES #21 – 24: CONDOMINIUM POLICIES (HO-6)**

Contents coverage and deductible at levels specified in examples. Dwelling replacement coverage (Coverage A) of \$10,000. Personal liability coverage of \$100,000. Medical payments coverage of \$1,000.

**Example #21 – Condominium In A Multi-Unit Building, Brick/Masonry Construction**

Contents Coverage: \$40,000

Deductible: \$500

**Example #22 – Condominium In A Multi-Unit Building, Brick/Masonry Construction**

Contents Coverage: \$40,000

Deductible: \$1,000

**Example #23 – Condominium In A Multi-Unit Building, Brick/Masonry Construction**

Contents Coverage: \$80,000

Deductible: \$500

**Example #24 – Condominium In A Multi-Unit Building, Brick/Masonry Construction**

Contents Coverage: \$80,000

Deductible: \$1,000